

Washington County Tourism Tax Advisory Board Marketing/Sponsorship Funding Application

(Also a “study” for UCA 17-50-303)

The mission of the Washington County Tourism Tax Advisory Board (“Tourism TAB”) is to make recommendations on the expenditure of funds collected from the Transient Room Tax (“TRT”) (as described in Utah Code Section 59-12-301) and the Tourism, Recreation, Cultural, Convention, and Airport Facilities Tax (“TRCC”) (as described in Utah Code Section 59-12-603).

Washington County created a co-funding program to help secure and support activities that will infuse economic impact, and enrich the quality of life for residents. The Tourism TAB receives and reviews applications from three types of entities; non-profit, for-profit, and governmental. Applications from non-profit entities are received twice a year – no later than March 1 and no later than August 1. Applications from for-profit entities are received once a year – no later than August 1. Applications from governmental entities are received as needed and will be scheduled on the agenda for the next available meeting of the Tourism TAB.

The Tourism TAB receives applications for the following types of funding: Sports/Event Funding, Capital Project Funding, Marketing Funding, and Sponsorships. To receive funding, projects must directly generate hotel room nights or have another articulable positive tourism impact in Washington County.

Sports/Event Funding

Sports/Event Funding is intended to assist in bringing new and continuing events or activities to the area. Sports/Events activities must provide economic impact to Washington County and not solely to any individual or individual business. Events/activities or projects must also require at least one overnight stay in the county. This funding is intended as seed money. The concept is that if an event receives marketing funds for a maximum of three years, that event should be self-supporting enough to move forward without further funding. Events held in March, April and October may not be eligible for funding because of extremely high hotel occupancy.

Capital Project Funding

Project Funding is intended for projects that will increase/improve tourism within the area, such as: tourism facilities, venues, trails, or recreation infrastructure projects. These projects should be submitted by a governmental entity.

Marketing Funding

Marketing Funding is intended to assist an organization/entity with marketing dollars for tourism-related purposes that align with and support the strategic plan, mission, objectives, and goals of the Washington County Tourism Department.

Sponsorships

Sponsorships are utilized to help secure and support major events that infuse economic impact and present opportunities for economic development throughout the county while enriching the quality of life for residents. These are reserved for major contributors to TRT and TRCC or the Washington County Tourism brand and image, such as Tuacahn, Huntsman World Senior Games, etc. Tourism TAB will notify qualifying contributors of such status. Annual applications are necessary, and a presentation and review of the event may also be required. Funding is not guaranteed and amounts may vary, unless a formal agreement is executed by the county commission and the applicant.

Guidelines

TRT and TRCC funds may only be appropriated in furtherance of tourism or related activities or projects. The county may only appropriate money if, in the judgment of the county legislative body, the funding will contribute to the safety, health, prosperity, moral well-being, peace, order, comfort, or convenience of county residents.

Preference will be given to applicants that accomplish the following:

- Create ***new*** economic impact
- Add positive marketing exposure for the area
- Introduce ***new*** audiences/markets
- Fill hotel rooms during shoulder, off-season and weekdays
- Fill a critical recreation or tourism-related need

Application Procedures

- Complete the attached application
- Applicants may be asked to present the request to the Tourism TAB and/or to the Washington County Commission during a regular meeting.
- Applicants will be notified via email of the approval or denial of the request.
- Applicants must provide a recap report following the project's completion. Failure to provide a recap report may result in funds not being awarded and/or a denial in future years.
- In the event the project or event for which funds were requested does not materialize, funds will not be dispersed. If funds have already been dispersed, they will need to be reimbursed in full.

Application Requirements

Applicant must submit the following:

- Completed Application
- Proof of Non-Profit Status (if applicable)
- Letters of Support from Communities/Agencies Impacted
- Marketing Plan
- Budget Overview (Please submit the event budget along with the following questionnaire)

Failure to provide this required information will result in application not being processed.

Awarded funds will be paid to the event/project organization listed on the application as reimbursement for approved expenditures. The event/project organization is responsible to contract and pay for any expenses for the event. To initiate payment for approved expenditures, the event/project organization must provide a completed Post Event Report and an invoice with supporting documentation for expenses. Invoices must be submitted within 45 days after the event and must be received prior to the end of the calendar year for the event. Event hosting fees may be considered separately.

Requests may be submitted in person, by return e-mail, or by mail to:

Washington County Tourism
 20 N. Main Street #105
 St. George, UT 84770
 435-634-5747

tourismfunding@washco.utah.gov

Application Date _____
 Application Date _____

Organization Info

ORGANIZATION _____ AMOUNT REQUESTED _____
 CONTACT PERSON _____ PHONE _____
 EMAIL _____ WEBSITE _____
 ADDRESS _____

ARE YOU A NON-PROFIT ORGANIZATION?
 DO YOU HAVE AN IRS LETTER DESIGNATING 501(c)(3) STATUS? _____ If yes, please provide a copy. If no, please explain your non-profit status. _____

Info
 HOW DOES THIS EVENT CONTRIBUTE TO THE SAFETY, HEALTH, PROPSPERITY, MORAL WELL-BEING, PEACE, ORDER, COMFORT, OR CONVENIENCE OF COUNTY RESIDENTS? _____

PLEASE EXPLAIN HOW FUNDING WOULD BE LIKELY TO RESULT IN AN EVENT OR ACTIVITY BEING ATTENDED BY NON-RESIDENTS OF WASHINGTON COUNTY (See Economic Impact section if this is an event)

PLEASE EXPLAIN HOW FUNDING WOULD BE LIKELY TO INCREASE PATRONAGE TO LOCAL HOTELS, AND BY HOW MANY NIGHTS _____

PLEASE EXPLAIN HOW FUNDING WOULD BE LIKELY TO IMPACT THE AMOUNT OF MONEY BEING SPENT IN THE COMMUNITY THROUGH RESTAURANTS, SHOPPING, OR OTHERWISE _____

PLEASE EXPLAIN HOW FUNDING WILL BE USED TO PROMOTE THE BRAND DEVELOPMENT OF WASHINGTON COUNTY _____

Budget Overview

BRIEFLY EXPLAIN WHY YOU NEED THE SPONSORSHIP FUNDS AND HOW YOU WILL USE THEM

PLEASE EXPLAIN YOUR PLAN TO DEVELOP SUFFICIENT ECONOMIC IMPACT OR BRAND DEVELOPMENT FOR WASHINGTON COUNTY TO MERIT FUNDING _____

PLEASE EXPLAIN IF YOU ARE RECEIVING SUPPORT (FINANCIAL OR OTHERWISE) FROM THE MUNICIPALITY(S) IMPACTED BY THE PROJECT _____

PLEASE EXPLAIN ANY AND ALL OTHER SOURCES FROM WHICH YOU ARE RECEIVING MONEY _____

PLEASE IDENTIFY OTHER KNOWN EVENTS OR PROJECTS OCCURRING WITHIN WASHINGTON COUNTY IN THE SAME TIME-FRAME _____

ADVERTISING/MARKETING PLAN:

WHO IS YOUR TARGET MARKET? _____

HOW WILL YOU MARKET TO THEM? PLEASE PROVIDE DETAILS OF YOUR MARKETING PLAN BELOW. INCLUDE SPECIFIC STRATEGIES, TIMELINES, AND RESOURCES (Online, Social, TV, Print, Radio, Mail, Outdoor, Networking, etc.) (If you need more space, please attach a separate document outlining your media plan.)

| MEDIA OR STRATEGY | TARGET MARKET | EXPLANATION | COST |
|-------------------|---------------|-------------|------|
| | | | |

If Applying for Funds for an Event, please fill out the following (if not, please go to the last page):

Event Info

EVENT _____ AMOUNT REQUESTED _____

EVENT DATES _____ ANNUAL EVENT? _____

WEB SITE FOR YOUR EVENT _____

EVENT LOCATION _____ HOST HOTEL _____

EVENT DESCRIPTION _____

WILL THIS EVENT INVOLVE LOCAL RESIDENTS? _____ IF SO, HOW? _____

DOES THIS EVENT REQUIRE LOCAL VOLUNTEERS? _____ IF SO, HOW MANY? _____

HOW DO YOU RECRUIT VOLUNTEERS?

PLEASE INCLUDE A BASIC OVERVIEW OF YOUR EVENT BUDGET WITH THIS APPLICATION INCLUDING:

Operational costs • Marketing costs • Other sources of funding • Revenue projections

HAVE YOU RECEIVED FUNDS FROM THIS OFFICE IN THE PAST? _____ YES _____ NO

IF YES, HOW MANY YEARS? _____ PREVIOUS AMOUNT _____

ECONOMIC IMPACT

ESTIMATE THE DIRECT ECONOMIC IMPACT OF THE EVENT FROM OUT OF COUNTY VISITORS

OF NON-LOCAL PARTICIPANTS _____ x AVG. LENGTH OF STAY _____ x \$175 (AVG. SPENDING) = \$ _____

OF NON-LOCAL SPECTATORS _____ x AVG. LENGTH OF STAY _____ x \$175 (AVG. SPENDING) = \$ _____

OF NON-LOCAL MEDIA / PROF _____ x AVG. LENGTH OF STAY _____ x \$175 (AVG. SPENDING) = \$ _____

TOTAL PROJECTED DIRECT ECONOMIC IMPACT FROM NON-LOCAL VISITORS \$ _____

REVENUE GENERATED

OF EXPECTED PARTICIPANTS _____

EXPECTED REVENUE FROM TICKET SALES, ENTRY FEES, ETC. _____

ADDITIONAL REVENUE GENERATED _____

MEDIA EXPOSURE

WHAT TYPE OF MEDIA EXPOSURE DO YOU EXPECT? (TV Production, News, Magazine, Social Media, etc.)

WHAT IS YOUR PR STRATEGY? HOW WILL YOU ENCOURAGE MEDIA TO COVER YOUR EVENT?

SOCIAL MEDIA

HOW ACTIVE IN SOCIAL MEDIA IS YOUR POTENTIAL AUDIENCE?

HOW WILL YOU PROMOTE THE EVENT USING SOCIAL MEDIA (Before, During and After)?

EVENT QUALITY

HOW DOES THE EVENT HELP BUILD OUR BRAND AS A WORLD-CLASS DESTINATION?

HOW DOES THE EVENT CONTRIBUTE TO THE OVERALL TOURISM ENVIRONMENT OF THE AREA?

HOW DOES THE EVENT ADD TO THE CULTURE AND CHARACTER OF THE COMMUNITY?

QUALITY OF LIFE

ARE LOCALS ENTHUSIASTIC ABOUT THE EVENT? _____ YES _____ NO

HOW ARE THEY SUPPORTING IT? (Attach letters of support from communities and/or agencies impacted.)

WHAT STEPS ARE YOU TAKING TO BUILD COMMUNITY SPIRIT AND ENTHUSIASM FOR YOUR EVENT?

WHAT BENEFITS / REWARDS DO LOCALS GET FROM THE EVENT?

LIST ANY NEGATIVE IMPACTS FOR LOCALS?

HISTORY/ GROWTH / VISION

HOW HAS THE EVENT GROWN SINCE ITS BEGINNING? (Include statistics showing typical growth, trends, etc.)

WHERE DO YOU SEE THIS EVENT IN FIVE YEARS?

LIST ANY SPONSOR BENEFITS FOR THE COUNTY

ADDITIONAL TERMS

- I will only use the funds, should I be awarded any, to offset tourism-related expenses for potential visitors and participants outside of Washington County. Funds will be paid as a reimbursement for approved expenditures. To be reimbursed, I will send an invoice identifying specific expenses for which the funds are being used along with documentation to verify the expenses.
- I will provide event logo, photos and fact sheet to the Tourism Department for promotional purposes, website, social media, etc.
- I will post the event on the online calendar at <http://www.visitstgeorge.com/calendar/>
- I will include the Washington County Tourism logo on all printed materials and in all paid press and electronic broadcasts as well as a website link to <http://www.visitstgeorge.com>.
- I will provide sponsorship benefits as per the value of the award, and permit the Tourism Department to hang signage at the event and be included in TV/Online coverage and receive VIP/Press passes as available.
- I will provide a post event recap report. I will include documentation of the direct impact of the event in Washington County. I will provide an Out-of-Area Participant Survey. Events receiving funds from the Tourism TAB may be selected to participate in an economic impact study.
- I will maximize the usage of Washington County hotel properties before going outside county lines for room blocks.

- I will obtain and provide copies of all necessary event permits including proof of insurance listing Washington County as additional insured, with minimum liability coverage of \$1,000,000 per occurrence.
- I will hold Washington County harmless from all claims, liabilities, causes of action and judgments arising out of the event.
- I agree to notify the Tourism Department immediately if the event is canceled, rescheduled or downsized.

I understand and agree to the funding requirements as outlined.

Applicant Signature _____ Date _____

OFFICE USE ONLY:

DATE RECEIVED _____ POST REPORT DUE _____

Approved by the Tourism Advisory Board on _____ Amount \$ _____